



MWR MARKETING

BOSS Conference 2005





Highlights

- Marketing 101
- MWR Sponsorship
- Branding 101
- Planning Your BOSS Event
- Advertising Your BOSS Event
- Questions

U.S. ARMY



Marketing 101

- Marketing is “an organizational function and a set of processes for creating, communicating, and delivering value to customers...”
- Marketing is much more than selling or advertising. It encompasses everything from what products or services you sell to how you get them to the customer.

U.S. ARMY

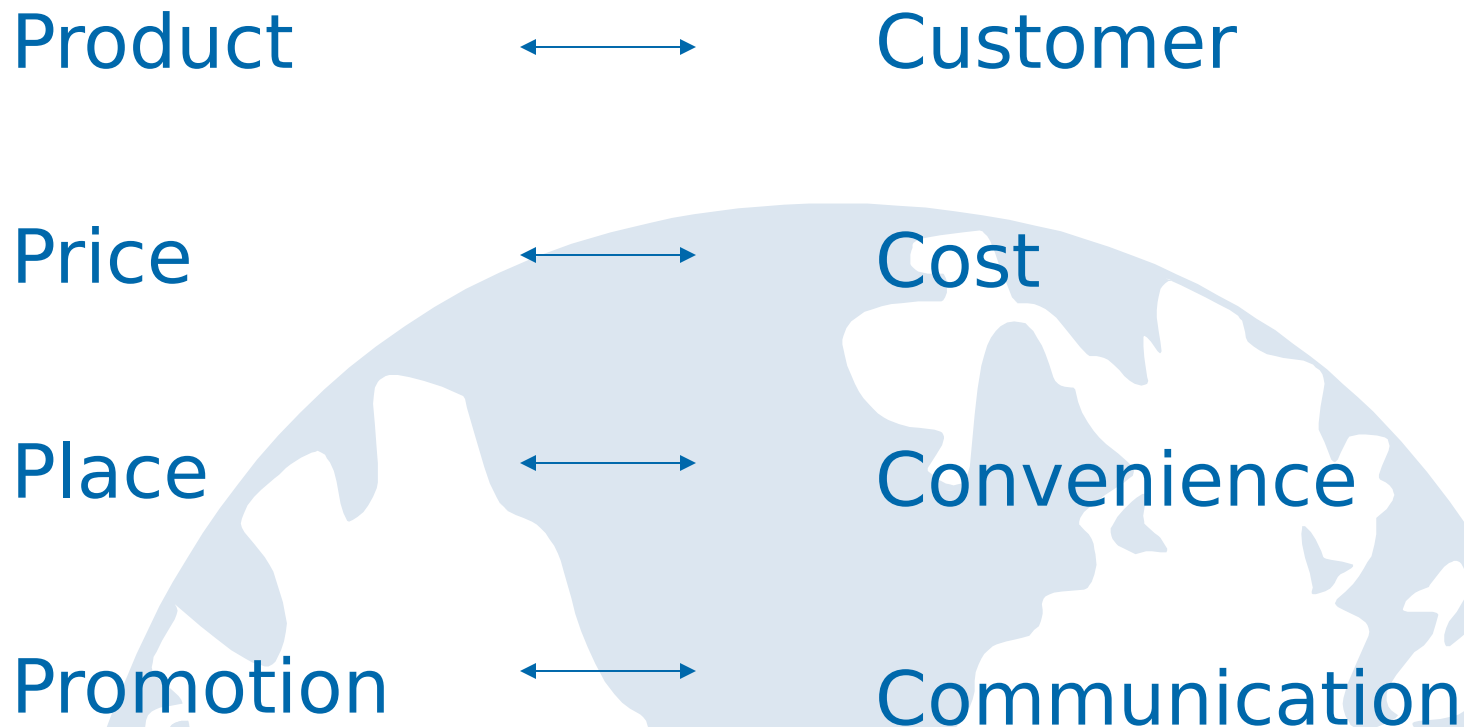


Importance of Marketing

- Builds awareness among potential customers
- Captures interest in your product or service
- Makes people want to participate again and again
- Sells the benefits of your product/event/program



The 4 Ps and the 4 Cs (aka the “marketing mix”)



U.S. ARMY



MWR Sponsorship

- Sponsorship is an exchange of goods and/or services, solicited or unsolicited.
- Authorized installation POC is the only person allowed to solicit event sponsorship
- MWR events only – regulations prohibit otherwise
- At a minimum, request sponsorship 3 months in advance
- Sponsor benefits and “repeat” sponsorship
- Sponsorship is “gravy” – not the meat!

U.S. ARMY

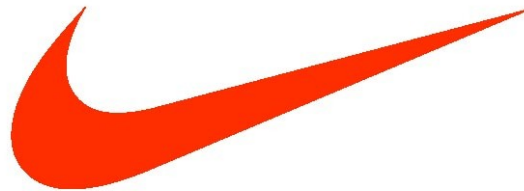


Branding 101

- A brand creates a lasting impression, and sometimes an emotional connection, to a product, service or experience. Image is everything!
- Why we brand:
 - Sell product and retain customers
 - Build customer loyalty and participation
 - Create continuity from installation to installation
 - Create an emotional tie to MWR
 - Communicate value of services through identity

U.S. ARMY

Established Brands





Your Brand Identity

- New MWR logo is the standard
- Wherever there is a BOSS logo, there shall be an MWR logo!





Planning Your BOSS Event

- The major players
 - BOSS representative/program coordinator
 - Recreation Program Manager or Special Events Coordinator
 - Marketing Department
 - Commercial Sponsorship Coordinator
- Research; target audience; goals and objectives
- Plan your programs and events one year in advance
- Follow up with an After Action Report (AAR)

U.S. ARMY

Advertising



- Advertising is part of the marketing process and helps you to promote your event or program
- Know your audience
- Send a CONSISTENT and FREQUENT message
- Partner with MWR activities to cross promote
- Utilize and apply a promotion mix

U.S. ARMY



Additional Information

- Local installation MWR marketing office
- Regional MWR marketing office
- CFSC MWR marketing office





QUESTIONS?

